

# Oshan Modi

Data Scientist

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## Work Experience

11 Years

Equal Experts, Bangalore

Oct'20 – present

Client: Experiential Travel Brand

- **Repeater prediction** – Trained a classifier to identify customers with high potential to repeat book for clients in travel and hospitality. This helped increase repeat bookings and improve customer retention.
- **In-Market Scoring** – Developed a classification model to estimate propensity of website visitors to complete a purchase. Data points related to customer demography and browsing behaviour were collected using http cookies.

Client: Industrial Engine Manufacturer

- **Failure Prediction** – Conceptualized and developed a classification model to pre-empt engine failures.

DataYogi, Jaipur

Jul'17 – Oct'20

- **Covid X-Ray classifier** - Developed a web app to detect signs of COVID-19 based on chest X-ray images with over 90% classification accuracy. The app significantly reduced reaction time from a few days to just a few hours
- **Making sense of Physical documents** – Categorized output from an optical character recognizer, using RegEx, into different possible categories of an invoice, to analyse the spends on different products and services
- **Snap to road** – Trained a neural network to find coordinates of roads in city maps. This was used to snap the position of moving assets to the nearest road in application UI

First Abu Dhabi Bank, Dubai

Dec'19 – Mar'20

- **Customer Retention program** – Designed a retention program for credit card customers to address spend loss and card deactivation by leveraging customer's transaction and bank relationship information.

HAL Robotics, Gurgaon

Sep'17 – Nov'17

- **Mobile device tracker** – Developed a hidden-markov model to locate a wireless device using GSM cells, enabling monthly saving of \$2,500 in google location API calls

Number Theory Software, Gurgaon

Apr'19 – Sep'19

Client: Indonesian Telecom Services Operator

- **Reload Frequency Monetisation** – Modelled next expected recharge amount of prepaid subscribers, one month in advance. Attributed to 2% increase in monthly recharge
- **Data Up-sell** – Developed a classification model to identify subscribers with potential to increase internet consumption

TransOrg Analytics, Gurgaon

Sep'14 – Jul'17

Client: Credit Card Company

- **Recommendation Engine** – Identified one out of multiple B2B products with highest acceptance propensity
- **Classification** - Categorized potential international payment clients based on projected profitability to improve targeting

Client: Asset Management Company

- **Redemption Prediction Model** – Developed a predictive model to identify investors with highest probability to redeem their assets within the next two months
- **Clustering** – Implemented a customer lookalike identifier using an indigenous clustering logic.

Client: Indian SME Lending Company

- **Entity Matching** - Mapped records across different databases based on predefined rules using text and network analytics
- Reduced the record count by 27% with ~95% accuracy

Client: Indian Telecom Services and Mobile Network operator

- **Predictive Churn Model** - Developed classification model to identify customers with high usage churn probability.

ZS Associates India Pvt. Ltd., Gurgaon

Jun'12 – Aug'14

Client: A US based pharmaceutical Company

- Delivered analytics projects in sales force effectiveness, exhibiting expertise in business analytics and decision science
- Consulted on engagements of sizing, deployment, incentive compensation and administration

## Software Development

2021 **stoRy**: Developer

stoRy is a [Tidyverse](#) friendly package for downloading, exploring, and analyzing [Literary Theme Ontology](#) (LTO) data in **R**.

## Technical Skills

- Technologies – **R, Python, PyTorch**
- Skills – **Classification, NLP, Regression, Segmentation, Computer Vision, Shiny Applications, MLOps, Interactive Visualisations**